



# *Electronic Labeling (ET 15-170)*

Presentation to the Federal  
Communications Commission

***May 2017***



## *TIA Supports FCC Efforts*

- *TIA recognizes the need for device compliance*
- *TIA applauds FCC moves toward modernizing device labeling*
- *Devices continue to abandon the large plastic brick design of the past; FCC rules should reflect this*
- *Increasing number of regulatory bodies increases the number of required conformity markings on devices marketed worldwide*

## *Product Labeling and Marketing Flexibility*

- Expand e-labeling for devices without an integrated screen
- Expand e-labeling to devices not yet authorized (e.g. pre-production devices produced for demonstration or industry preview)
- Reduce text on pre-production label to “This device has not been authorized by the FCC”
- Expand marketing and sale beyond retailers and wholesalers, i.e. commercial entities
- In cases where e-labeling is used, eliminate required additional labeling on device and packaging
- Retain option for on-device labeling

# *Approval Process*

- ***Simplify***
- Provide broad flexibility for Family of devices
  - Allow for additional family definition in subsequent filings
  - Consider a “maximum envelope” for emissions under which the product is considered under the family without additional authorization
- Continue use of KDB guidance to address e-labeling

# Results

- *Increased competition*
- *Accelerated innovation*
- *Lower consumer prices*
- *Preservation of U.S. as leader in regulatory innovation*